



PURPOSE OF VISIT AND SATISFACTION OF BRANDED APPAREL IN SELECTED RETAIL STORES AT COIMBATORE CITY

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ABSTRACT

Today's trend in shopping people has an attitude to spend time in organized shopping malls and retail stores. To hang on the customer inside a malls and growing organized retail outlet measuring customer satisfaction in such stores is very important. This study focuses on profiling retail customers and measuring their level of satisfaction in the selected stores in the Coimbatore city. Primary data has been collected using structured questionnaire. It has been found that visiting retail outlets have become a group activity. Word of mouth by friends, family, colleagues and Advertisement, influences majority of customer. Majority of respondents came for shopping inside store, rest came for hang out, enjoy crowd, meeting friends and getting refreshed. Femina Retail outlet was found to have higher level of satisfaction followed by Lifestyle, Pantaloons and Westside.

KEYWORDS: Customer Satisfaction, Malls, Shopping, Retail Outlets

INTRODUCTION

India is one of the most attractive destinations for retail business. The number of modern trade stores expected to increase from 11,192 in 2006 to 67,100 by 2016. The number of supermarkets expected to increase from 500 in 2006 to 8500 by 2016.

Landscape of the retail sector in India

One of the biggest opportunities and challenges that characterize the Indian retail sector is its structure. While it has matured over the years, it is still highly fragmented, with an estimated 12 to 15 million outlets. Its overall size is estimated to be INR31trillion (USD534 billion) in 2013-14, with a CAGR of 15 per cent over the last five years, which is much higher than the growth of the Indian GDP in the same period. Going forward, the overall retail sector growth is likely to witness a CAGR of 12-13 per cent, which would be worth INR55 trillion (USD948 billion) in 2018-19.

With over 92 per cent of the business coming from the fragmented unorganised sector, such as traditional family run mom and pop stores and corner stores, the Indian retail sector offers immense potential for growth and consolidation. The revenue generated from organised retail (or modern retail) was INR0.9 trillion (USD15.5 billion) in 2009, INR2.4trillion in 2012 (USD41.4billion), and is expected to continue growing at an impressive rate to a projected INR5.5trillion (USD94.8billion) by 2019.

2016 Global Retail Development Index™

2016 rank	Country	Market size (25%)	Country risk (25%)	Market saturation (25%)	Time pressure (25%)	GRDI score	Population (million)	GDP per capita, PPP	National retail sales (\$ billion)
1	China	100.0	61.2	36.2	92.5	72.5	1,372	14,190	3,046
2	India	53.7	54.3	75.8	100.0	71.0	1,314	6,209	1,009
3	Malaysia	81.2	83.4	23.5	50.4	59.6	31	26,141	93
4	Kazakhstan	56.4	37.3	61.9	70.2	56.5	18	24,346	48
5	Indonesia	64.3	38.9	50.2	68.9	55.6	256	11,112	324
6	Turkey	85.9	46.4	31.9	53.1	54.3	78	20,277	241
7	United Arab Emirates	95.2	100.0	1.3	18.0	53.6	10	66,997	69
8	Saudi Arabia	91.2	64.9	21.3	31.5	52.2	32	53,565	109
9	Peru	47.3	52.8	50.4	57.2	51.9	31	12,077	70
10	Azerbaijan	33.9	30.8	80.9	59.3	51.2	10	18,512	17

Sources: Euro money, Population Data Bureau, International Monetary Fund, World Bank, World Economic Forum, Economist Intelligence Unit, Planet Retail; A.T. Kearney analysis

Significance of Apparel Retail Store.

India has a large and inspirational middle-class of 75 million households or 300 million individuals. Over the years, the disposable income of middle-class Indian consumers has increased significantly, which is leading to a substantial change in their spending habits for the products like Food and beverages, Apparels and accessories, Mobile, Personal care, Home care, Affordable luxury. The retail apparel industry generated more than \$304 billion in revenue in 2009, according to Franchise Help. The most profitable segment is women's clothing, accounting for 53 percent of total revenue, says Franchise Help. Selling apparel is a very seasonal business, with a majority of sales coming during the holidays and when kids are headed back to school.

Market

A number of large, well-branded retailers make up a chunk

of the apparel market, but many smaller businesses, such as boutique and niche apparel stores, are part of the market, too. The larger apparel retailers have an advantage over smaller shops since they get better pricing from suppliers because they buy such large quantities of apparel. That means their profit margin is greater and they can offer better retail pricing to their customers. Smaller apparel retailers make up for the high pricing they pay for wholesale retail apparel by selling certain types and styles of clothing rather than offering everything for everyone like many larger apparel stores.

One of the major trends affecting the retail apparel industry is the increase in people who like shopping for apparel on the Internet from the comfort of their home rather than shopping at a traditional brick-and-mortar store. Emerging technology such as mobile applications are changing the way retailers do business. For instance, NRF Stores reports that customers who use mobile devices to buy spend eight times more than people who only shop in a store. Other mobile trends include creating mobile point-of-sale applications to make it easier to buy and offer services such as virtual fitting rooms. Another trend is the use of customer data to figure out what your customers want. A way for small retailers to get this information is to use social media to learn what their customers want.

Challenges / Competition

Staying on top of the latest styles of clothing, footwear and accessories is key to attracting apparel-hungry shoppers. Otherwise you end up with too much inventory, or worse yet, your branding suffers. Another challenge is the abundance of retail apparel shops on the Internet since these may lure local shoppers, causing you to lose revenue. On top of the Internet threat, building and operating a physical location is a costly endeavor. If money is a big concern, counteract these costs by solely selling apparel via the Internet and eliminate the need for a costly storefront and staff.

REVIEW OF LITERATURE

Organized retailing will lead to affect the traditional unorganized retailers. Furthermore the comparative analysis regarding the acceptability of mall concept and the impact of shopping malls on the general living standards of the society is being considered. There is an increased customer shopping patterns which has led to emergency of big retail chains in metros, mini metros and towns now becoming the next target. There is a drastic change in the customer's tastes and preferences leading to radical transformation in their life style and the spending pattern there by giving rise to new business opportunities. This generic growth, driven by changing life style and strong increment in income is to be supported by the favorable demographic patterns. The development of mega malls in India is adding a new dimension to this booming retail sector. The groups of visionary corporate working constantly to improve upon urban shopping experience through the shopping malls concept is the latest move in the retail sector.

India is a nation of shopkeepers as well as shoppers. It is a common practice that retailers and marketers often strive to learn how and why people shop. The decision making regarding

purchase of goods and services as become more complex and includes a number of factors which are important for customers. There are wooed by advertising, news articles and direct mailings providing information in this IT age along with the mixed messages. The addition of a number of variety stores, goods stores and shopping malls with the availability of multi component products and electronic purchasing capabilities have played a crucial role in widening the choice for customers and have complicated decision making. (Halfstrom et al 1992).

The phenomenal growth of retail in India is reflected in the rapid increase in number of super markets, departmental stores and hyper markets in the country. However, this unpredicted growth trend has been challenged by the shadow of the current economic slowdown, which has raised a fair of dip in consumption and slow down of growth for Indian organized retailers. At a time when consumer spending is on decline, success will lie with those retailers that can drive customer loyalty by responding to the demands of the customer. (Piyali Ghosh et al). The developing economies, specifically India are appearing on the world retail industry radar due to the size and potential of their markets. As organized retail presents enormous business opportunities, big names such as Reliance, Birla's and Tata's along with the Foreign Super Market Chains (in partnership with Indian companies)

Objectives

- To present a brief profile of customers in the apparel retail outlets
- To understand the customer's level of satisfaction in the selected retail outlets.
- To have a comparison of purpose of visit in selected Apparel retail stores.
- To have a comparison of the selected Apparel retail stores in organized sector in Trichy.

Methodology

A structured questionnaire was used to collect primary data. Convenient random sample of 224 respondents from Femina Retail outlet, Lifestyle, Pantaloons and Westside Store were asked to fill the questionnaire consisting of both open-ended and closed questions. Respondents were randomly intercepted in the shopping malls and information elicited from the co-operative ones. Five-point Likert Scale was used to record and measure the satisfaction level. Primary data was analyzed using percentages and inferences were drawn.

FINDINGS

1. Majority of shoppers were in the age-group of 30-40 in Femina Retail outlet and Lifestyle. This is because Femina Retail outlet and Lifestyle has stylish outfits to suit the needs.
2. Most of the people who visited these outlets were Housewife followed by Student and Business people.
3. Most of the people shopping in Femina Retail outlet and Lifestyle, the average income was 20,000 to 30,000. This is because the average billing per customer is Rs. 800.
4. Majority of the shoppers were married in Femina

Retail outlet whereas in case of Lifestyle, Westside and Pantaloons, they were Single.

5. The preferred shopping time was Evening across all the three outlets. This implies that as majority of the shoppers were salaried people, they may be shopping in the evening.
6. Frequency of visit was during weekends in most of the cases followed by first time shoppers and people who come to stores rarely.
7. Advertisements were found to be the most influencing followed by Family and Colleagues.
8. As most of the people were Salaried class, Single and Shopping in the evenings, Friends accompanied them during shopping in case of Femina Retail outlet and Lifestyle whereas in case of Westside and Pantaloons, as most of the people were married, Family accompanied them during shopping in the evening.
9. Majority of the customers came by Two-wheeler, followed by car and Auto.
10. Customers in Femina Retail outlet spend 1-2 hours and rest of them spend less than 1 hour in the stores for shopping. It implies majority of time was used to hang out outside stores with friends after shopping.
11. Most of them paid by cash and debit card instead of the credit card as majority of them didn't own the credit card
12. The basic purposes for visit were found to be Shopping in Femina Retail outlet. It was found majority of the people used to come for spending time with friends in case of Lifestyle. This is because majority of shoppers were found to be in the age group of 30-40, Single and salaried people who come in the evenings to spend time with their friends
13. Most of them bought Apparel followed by Accessories.

Measuring Customer Satisfaction

Satisfaction was measured using 5 point rating scale and the averages were found for easy comparison

1. Femina Retail outlet was found to be the most convenient store among the three. The mall is in the city and near Chatiram bus stand as most of the respondents were easy to access.
2. Femina Retail outlet has a adequate parking facility.
3. Westside offers good ambience in comparison to others. This may be because it has great crowd, hoardings and has proper lighting arrangements and glitter in comparison to other outlets.
4. Highest quality ratings in terms of Merchandise sold was found in Femina Retail outlet as well as Lifestyle, Pantaloons.
5. Westside stood first in price satisfaction.
6. Westside store enhanced the prestige to the shopper followed by Femina Retail outlet.
7. Femina retail store is offering multibrand and in case of apparel, clothes which are trendy in design and style factor are available.
8. Femina Retail outlet has good layout in comparison to other stores
9. Femina Retail outlet was found to offer discount during

festive seasons in comparison to other outlets.

10. Staff in case of Westside was found to be very helpful assisting customers followed by Pantaloons
11. Westside was found to offer great variety in terms of apparel, accessories, cosmetics, etc.

CONCLUSION

The study concluded that in most of the attributes like convenient location, parking space, Merchandise sold is of high quality, widest selection of multibrand merchandise and discounts during festivals was preferred by shopper is Femina Retail outlet, whereas shopper prefer Westside for ambience, Price of Products and prestige. It is not that other retail outlet Lifestyle and Pantaloons was not preferred by shoppers. Lifestyle and Pantaloons can concentrate on sale promotion, advertising and pricing strategies.

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